The Impact of Social Media Trends on Medication Use: A Study on Self-Diagnosis and Self-Prescribing Trends
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Introduction
The rising prevalence of diabetes has increased the demand for effective medication such as GLP-1 agonists. However, due to social media trends, non-diabetic patients may misuse them for weight loss. Social media trends can spread misinformation and unproven treatments, leading to a shortage of medications for people who need them. Self-diagnosing and self-medicating can exacerbate clinical conditions, delaying professional diagnosis and optimal treatment therapies. Therefore, seeking accurate information from medical professionals is crucial for public health and the pharmacy supply chain.

Objective
The study aims to investigate the extent to which people rely on social media trends or advertisements to self-diagnose and self-medicate, as well as the potential negative health consequences that may result, such as misdiagnoses, drug interactions, side effects, or longer-term disease.

Method
The survey will be distributed to a random sample of individuals online, including questions about the respondent’s social media use, the types of health-related content they have seen on social media, whether or not they were influenced to buy a product. Demographic information, including age and gender, will be collected.

Inclusion criteria:
- Social media users from 17 to 40
- Use of social media
- Independent English speakers

Exclusion criteria:
- Children
- Dependent living patients
- Individuals without social media use

Survey

References

Conclusion
Overall, the expected results of this study may provide insight into the importance of social media as a source of health-related information for a significant portion of the population. Pharmacists can use surveys like the one conducted in this study to better understand the influence of social media on medication decision-making and tailor their counseling and recommendations accordingly. By embracing social media as a tool for engaging with patients and acknowledging its prominence, pharmacists can improve the overall health outcomes for their patients.